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AFDD 2-5.3 Public Affairs Operations

30 June 2005

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AFDD 2-5.3, Public Affairs Operations

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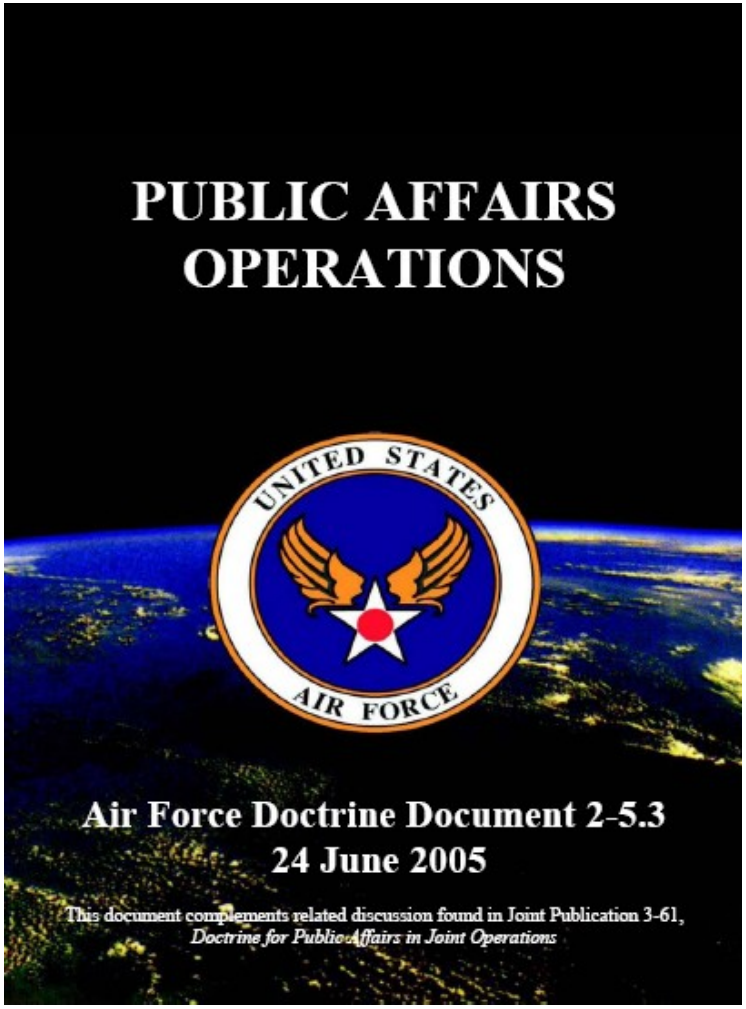
PUBLIC AFFAIRS
OPERATIONS
UNITED STATES
AIR FORCE
Air Force Doctrine Document 2-5.3
24 June 2005
This document complements related discussion found in Joint Publication 3-61,
Doctrine for Public Affairs in Joint Operations

- Approved 24 Jun 05
  - Replaces 25 Oct 99 version
- Describes PA principles, capabilities, and tasks
- Provides more operational focus and current vignettes
- Revision reflects the relationship of PA to Info Ops
  - Key capability of influence ops
  - Lead for counterpropaganda ops
- Addresses the importance of operational engagement
  - Integration & synchronization
  - Planning, deployment, execution and assessment
- Expands discussion of PA readiness to include training, education and resources

Joint Publication 3-61, *Doctrine for Public Affairs in Joint*

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AFDD 2-5.3, Chapter 1

Character of PA

- PA communicates info concerning AF activities to AF, domestic, and international audiences
- Info must be truthful, timely, and useful
  - Builds credibility and reliance on PA-provided info
- PA ops
  - Are the commander's responsibility
  - Are fundamentally effects-based if properly planned, executed and assessed
  - May generate or achieve strategic effects even when conducted at the tactical level
- Provides predictive awareness of the international public info environment for air, space and info ops
- PA ops and personnel must be integrated with other personnel and ops to achieve maximum effects

Principles, Capabilities and Tasks

- **Principles of public information**
  - **Tell the truth**
  - **Deliver time-critical information in time**
  - **Engage the media**
  - **Practice security at the source**
  - **Coordinate and be consistent**
  - **Strive for accuracy**
  - **Integrate with other operations**
  - **Be relevant**
  - **Seek fusion of information**
  - **Ensure unity of effort**
  - **Be survivable, sustainable, and deployable**

Principles, Capabilities and Tasks (cont'd)

- **Capabilities core to PA operations**
  - **Providing trusted counsel to leaders**
  - **Building and sustaining public trust and support**
  - **Enhancing Airman morale and readiness**
  - **Supporting global influence and deterrence**

- **Tasks in PA operations**
  - **Internal information**
  - **Media Operations**
  - **Community relations**
  - **Security review**
  - **Strategic communication planning**

PA Relationship to Info Ops

- **Important and necessary capability for informational flexible deterrent options and influence operations**
  - **Always truthful**
  - **Predicated on also being timely and useful**
  - **Integrated, synchronized, coordinated or deconflicted with other info ops as appropriate**
- **PA is lead for counterpropaganda**
- **PA relationship to info ops presented in AFDD 2-5.3 is consistent with PA/IO discussion contained in:**
  - **DOD IO Roadmap (classified), 30 Oct 03**
  - **Chairman CJCS Memo: "*Policy on Public Affairs Relationship to Information Operations*", 27 Sep 04**
  - **AFDD 2-5 *Information Operations*, 11 Jan 05**

Operational Engagement

- PA personnel and operations
  - To be most effective should be fully integrated and synchronized within the AOC
  - Should coordinate and synchronize PA activities with those of Info Warfare Flight and IO specialty team
- Planning, Deployment, Execution and Assessment
  - Planning: Conducted at all levels to provide effects that support or achieve designated objectives
  - Deployment: Responsiveness by forward PA presence
  - Execution: Expedite flow of info to achieve effects
  - Assessment: Measure PA effectiveness to adjust strategies IOT achieve designated objectives

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AFDD 2-5.3, Chapter 5

PA Readiness

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- **Training**
  - **Training and familiarity for PA personnel with other operations (such as information operations)**
  - **Providing commanders and other non-PA spokespersons with media training**
- **Education**
  - **Including PA operational aspects in developmental education**
  - **Incorporating lessons learned about the media and PA operations into exercises and training**
- **Resources**
  - **Planning for resources to support operational requirements**
  - **Providing capability to project AF story from deployed locations**

AFDD 2-5.3, Appendix
DOD Principles of Information

E2.1. INFORMATION

It is DOD policy to make available timely and accurate information so that the public, the Congress, and the news media may assess and understand the facts about national security and defense strategy. Requests for information from organizations and private citizens shall be answered quickly. In carrying out that DOD policy, the following principles of information shall apply:

E2.1.1. Information shall be made fully and readily available, consistent with statutory requirements, unless its release is precluded by national security constraints or valid statutory mandates or exceptions. The "Freedom of Information Act" will be supported in both letter and spirit.

E2.1.2. A free flow of general and military information shall be made available, without censorship or propaganda, to the men and women of the Armed Forces and their dependents.

E2.1.3. Information will not be classified or otherwise withheld to protect the Government from criticism or embarrassment.

E2.1.4. Information shall be withheld when disclosure would adversely affect national security, threaten the safety or privacy of US Government personnel or their families, violate the privacy of the citizens of the United States, or be contrary to law.

E2.1.5. The Department of Defense's obligation to provide the public with information on DOD major programs may require detailed Public Affairs (PA) planning and coordination in the Department of Defense and with the other Government Agencies. Such activity is to expedite the flow of information to the public; propaganda has no place in DOD public affairs programs.

DODD 5122.5, Sep. 27, 2000
ENCLOSURE 2

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